

### ABSTRACT

A method of dynamically controlling the tension of a moving web material. A web material is transported with an apparatus. A modulus-of-elasticity-analog value is determined for the web material. The modulus-of-elasticity-analog value is used to adjust an instantaneous gain of the web control system. The instantaneous gain is used in the control calculation of the control system. The control calculation is used to control the speed of a web handling drive. Controlling the speed of at least one appropriate web handling drive controls the tension of the web.